

Image Credit: Fotolia

*Southern Traveler* inspires members to experience and explore their region and beyond.

As North America's largest motoring and leisure travel organization, AAA provides more than 57 million members with travel, insurance, financial, and automotive-related services. AAA remains dedicated to serving members since our founding in 1902 and continues to be a trusted authority to its membership and one of today's strongest and most recognized brands.

*Southern Traveler*, the magazine for AAA members in Arkansas, Louisiana and Mississippi, delivers insider access to local and national destinations, smart travel advice, immersive photography, captivating features and current community events to more than 322,000 AAA households.

*Southern Traveler's* rich and engaging content offers an appealing and effective platform for reaching more than 930,000 readers six times per year.



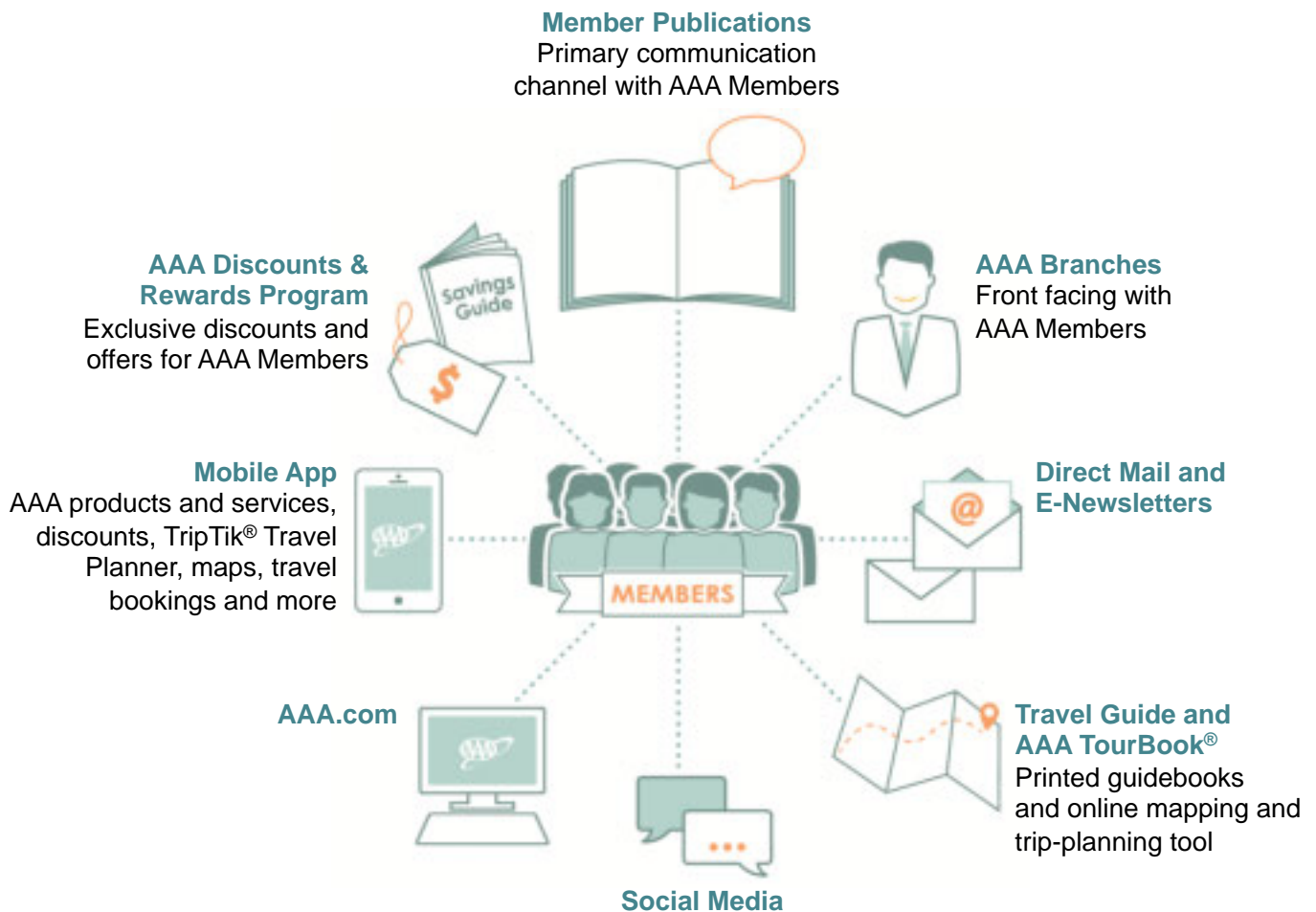
Circulation: 322,040 | Audience 933,916

## Connect with AAA

# AAA publications reach members through multiple touch points.

As a membership organization, AAA stays in constant communication with our members through regional magazines.

*Southern Traveler* connects readers with advertisers through relevant content and thoughtful messaging creating engaging interactions and meaningful impressions. Become part of the AAA experience and connect with a vast community of consumers and travelers throughout Arkansas, Louisiana and Mississippi.



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## Audience Profile

*Southern Traveler* readers are active consumers and travelers.



### Readers are engaged with *Southern Traveler*



**75.6%** read 3 or 4 out of 4 issues received



**84.1%** spend at least 15 minutes reading an average issue of *Southern Traveler*



**76.1%** took action as a result of reading *Southern Traveler*

### Readers trust and are inspired by *Southern Traveler*



**89.1%** are inspired to travel to destinations featured in *Southern Traveler*



**87.2%** feel encouraged to visit businesses advertised in *Southern Traveler*



**65.5%** took actions related to travel planning as a result of reading *Southern Traveler*

## Demographics

Men	45.7%
Women	54.3%
Married/Couples	56.9%
Children at home	15.5%
Average Age	60.6
Age <55	31.9%
Median HHI	\$62,270
HHI \$100,000+	24.6%
Own home	83.5%
Median value of owned home	\$183,333
Attended/graduated college	89.0%
Bachelor's Degree+	50.5%



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## Readers and *Southern Traveler*

Readers turn to *Southern Traveler* for travel advice, current events and areas to explore near and far.

*Southern Traveler* features exciting recommendations on a variety of destinations and activities, from local events and attractions to quick weekend getaways and exhilarating international vacations.

Through expressive commentary and fresh editorial content, *Southern Traveler* motivates readers to discover everything their world has to offer.



85.9% of *Southern Traveler* readers took a leisure trip in the last 12 months.

Types of leisure travel taken by *Southern Traveler* readers

56.8%  
took a  
**Road trip**



51.0%  
took a  
**Weekend  
getaway**



60.3%  
took a  
**Domestic  
vacation**



13.0%  
took an  
**International  
vacation**



14.5%  
took a  
**Cruise**



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## Editorial Calendar



## Travel editorial in every issue

- **Tank Trip:** Getaway ideas for long weekends
- **Final Word:** A look at an interesting event or attraction somewhere in the South.

*Plus AR, LA and MS edit in every issue.*

### January/February

New Mississippi museums  
 Memphis and MLK Jr.  
 Meet Mardi Gras Revelers  
 Germany's cuisine

- St. Martinville, LA
- Oaklawn in Hot Springs, AR

Close: 10/24/2017  
 Materials: 10/31/2017  
 In home: 12/28/2017

### March/April

New Orleans' Tricentennial  
 Three spring fests in South  
 Hawaii  
 10 spring break getaways

- Columbus, MS
- UFOs in Eureka Springs

Close: 1/2/2018  
 Materials: 1/9/2018  
 In home: 3/1/2018

### May/June

San Antonio Tricentennial  
 Driving the El Camino Real  
 Cruising to Caribbean  
 Charleston

- Harrison, AR
- Choctaw Indian Fair, MS

Close: 2/9/2018  
 Materials: 2/16/2018  
 In home: 4/12/2018

### July/August

Southern food festivals  
 Best of the South photos  
 Las Vegas  
 Float national rivers

- Mississippi Gulf Coast
- N. Alabama attraction

Close: 4/27/2018  
 Materials: 5/4/2018  
 In home: 6/29/2018

### September/October

Arkansas Wine Trail  
 Top autumn scenic drives  
 Cruising

- Laurel, MS
- Baton Rouge, LA for Halloween

Close: 6/29/2018  
 Materials: 7/6/2018  
 In home: 8/31/2018

### November/December

Regional travel gift ideas  
 Georgia's Golden Isles  
 Disney holidays

- Gulf Shores, AL
- Fruitcakes from College of the Ozarks

Close: 8/31/2018  
 Materials: 9/7/2018  
 In home: 11/2/2018



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2018 Rate Card

# General Advertising Rates

Rate Card #21

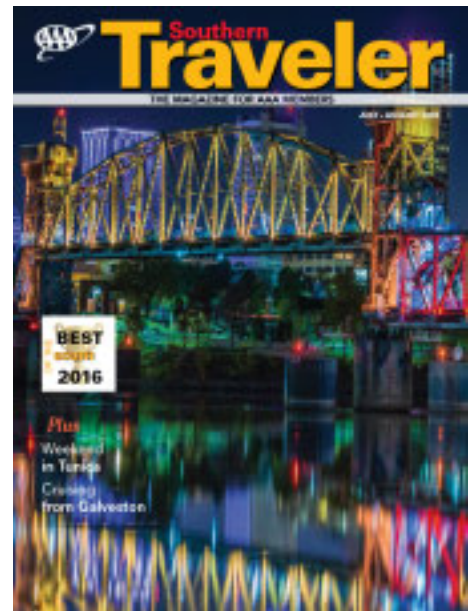
Effective January 2018

All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 8,095	\$ 7,690	\$ 7,305
2/3 Page	5,670	5,385	5,115
1/2 Page	4,655	4,220	4,010
1/3 Page	3,230	3,070	2,915
1/6 Page	1,620	1,540	1,465

Travel Directory	1x	3x	6x
4 inch	\$ 1,300	\$ 1,235	\$ 1,175
2 inch	910	865	820
1 inch	520	495	470



2.25"W x H shown

## Ad Sizes

### Full Page & Spreads

**Full page**  
7.875"W x 10.5"H

**Spreads**  
15.75"W x 10.5"H

Add .125" bleed to all sides.

Live copy no less than .25" from trims.

### 2/3 Page

**Vertical**  
4.625"W x 9.5"H

### 1/2 Page

**Horizontal**  
7"W x 4.75"H

### 1/3 Page

**Square**  
4.625"W x 4.75"H

**Vertical**  
2.25"W x 9.5"H

### 1/6 Page

**Vertical**  
2.25"W x 4.75"H

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## Print Advertising Specifications

### Ad Close Dates

2018 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	10/24/17	10/31/17	12/28/17
Mar/Apr	1/2/18	1/9/18	3/1/18
May/June	2/9/18	2/16/18	4/12/18*
July/Aug	4/27/18	5/4/18	6/29/18
Sep/Oct	6/29/18	7/6/18	8/31/18
Nov/Dec	8/31/18	9/7/18	11/2/18

\*Issue mails early. Must be in homes by mid-April.



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### Digital Ad Requirements

Upload compressed or zipped files to <http://ads.haMediaGroup.com>

- Ads must be submitted as a **PDF/X1a**
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch
- Smaller files may be emailed to [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

**Production questions?** Contact: **HA Media Group** • 402-592-5000, ext. 294 or ext. 456